

RADIO LISTENING IN FINLAND 2020

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2020

Daily listening
time



2 h 34 min



Radio reaches
weekly 89 %

4.4 million Finns

2020

Daily listening
time

2 h 34 min

52 min/day



9-24 -yrs

2 h 4 min/day



25-54 -yrs

3 h 57 min/day

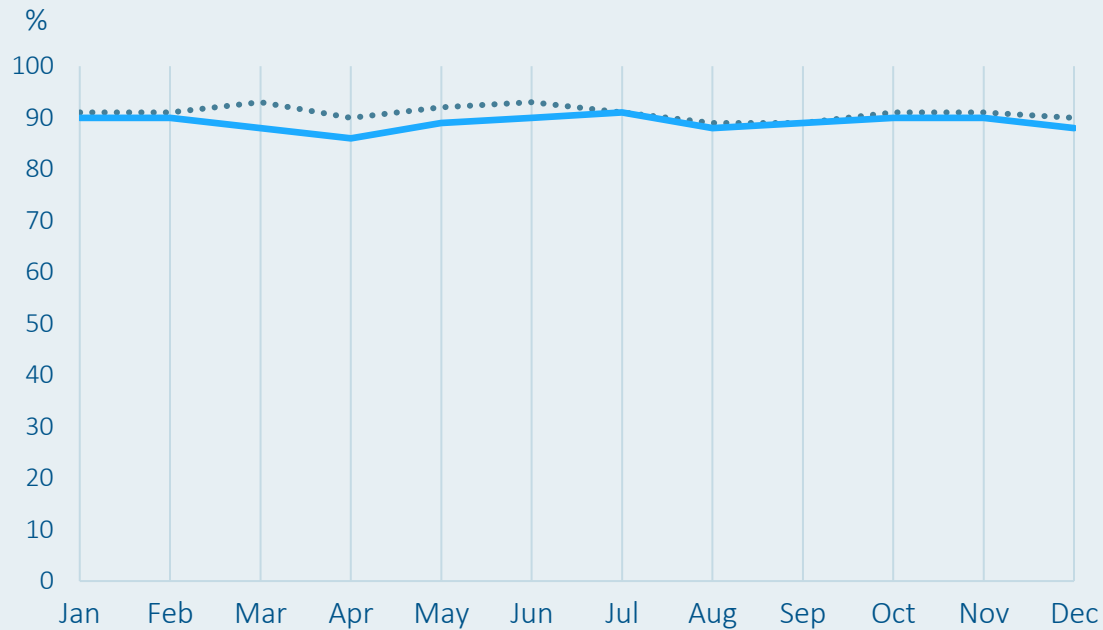


55+ -yrs

Lockdown in spring affected the weekly reach of radio only slightly

..... 2019

— 2020

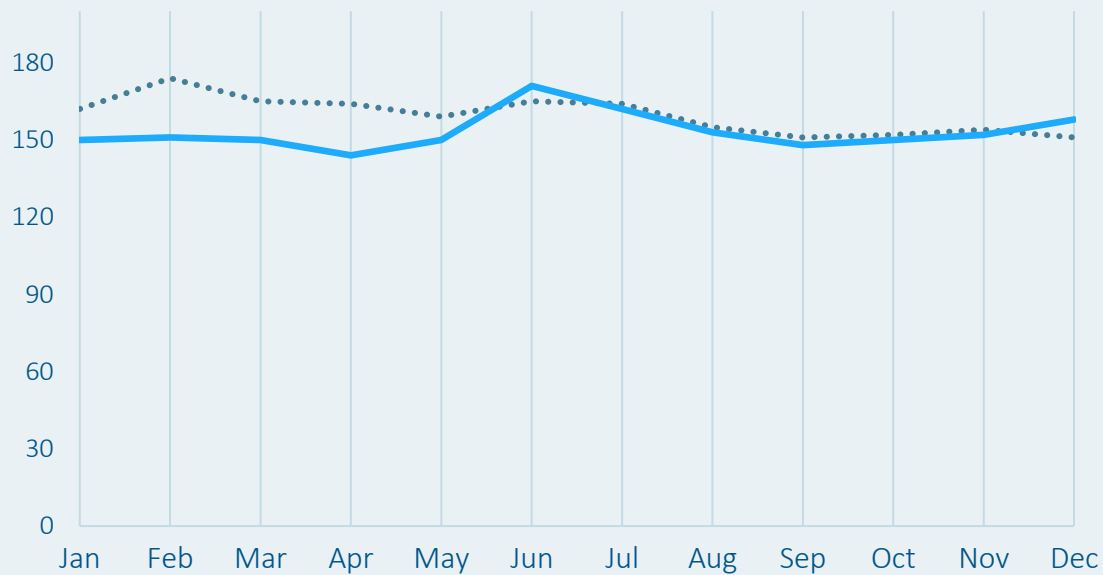


Listening minutes:
After the dip at the
beginning of 2020
radio listening
returned to normal

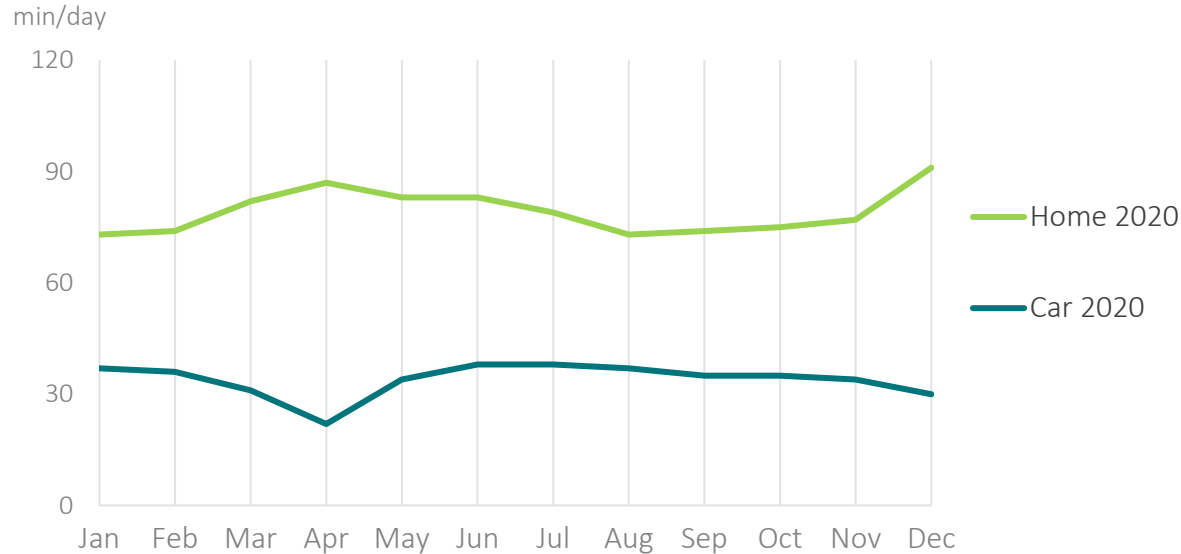
..... 2019

— 2020

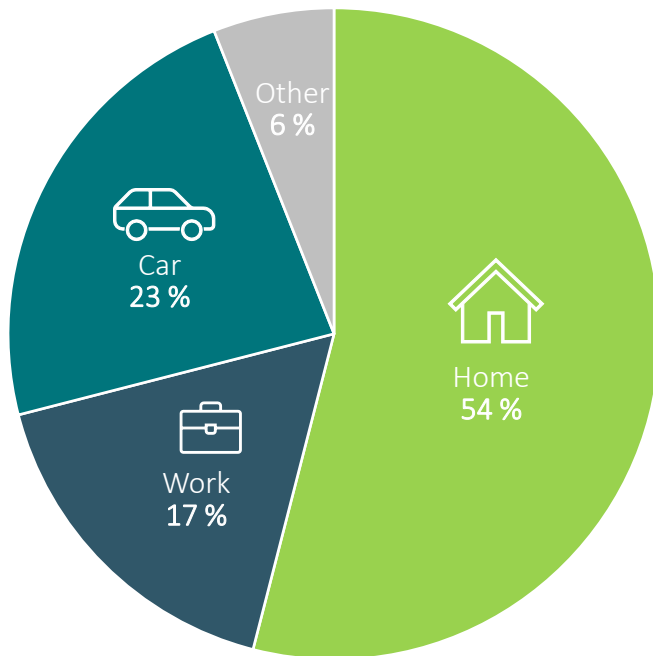
min/day



Home listening increased while car listening decreased in the spring and at the end of the year 2020

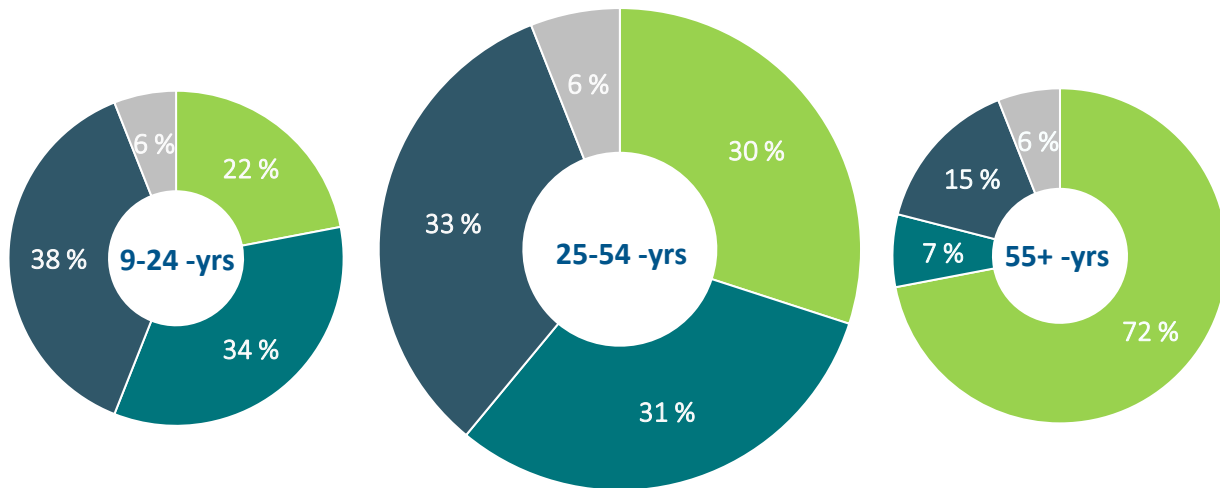


Radio listening locations 2020: Share of home listening grew from the previous year



Radio listening locations 2020:

Share of home listening grew from the previous year in every age group



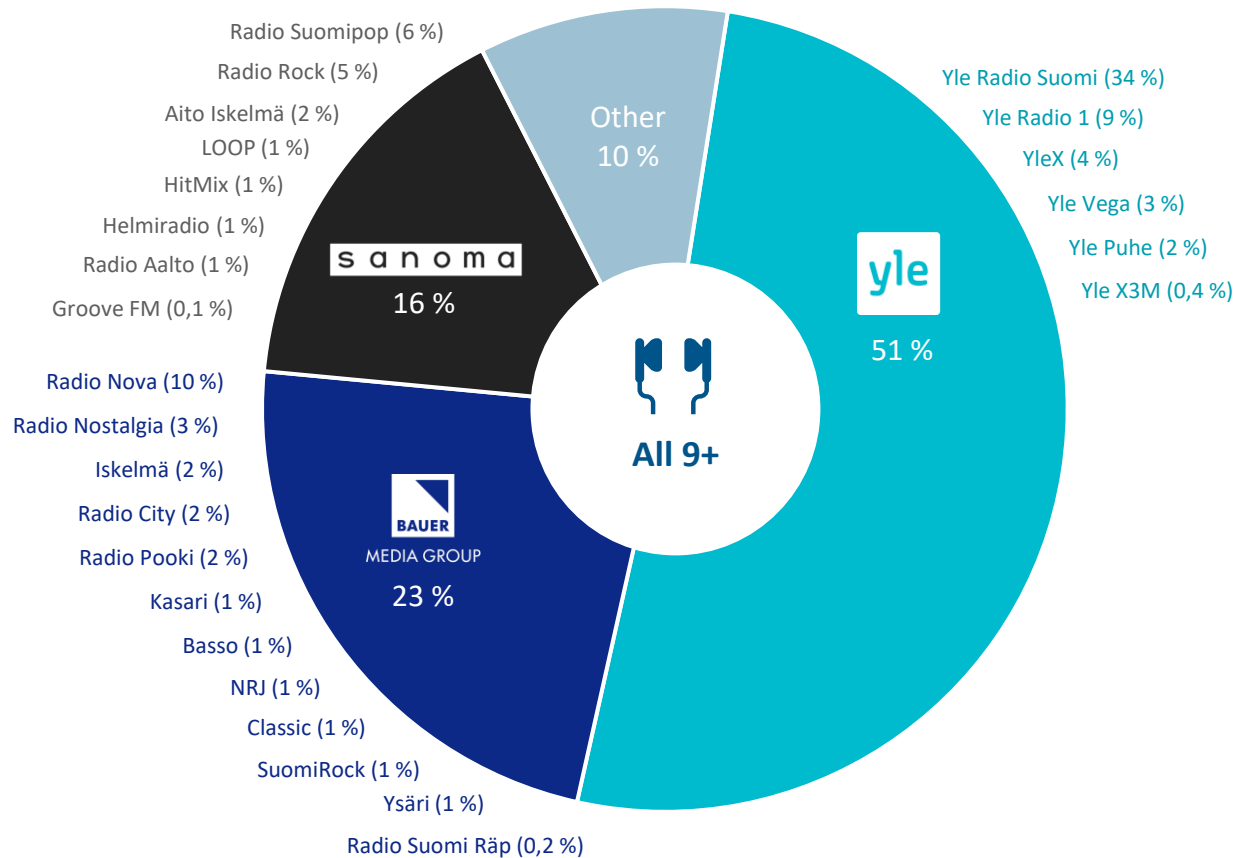
 Home  Work  Car  Other



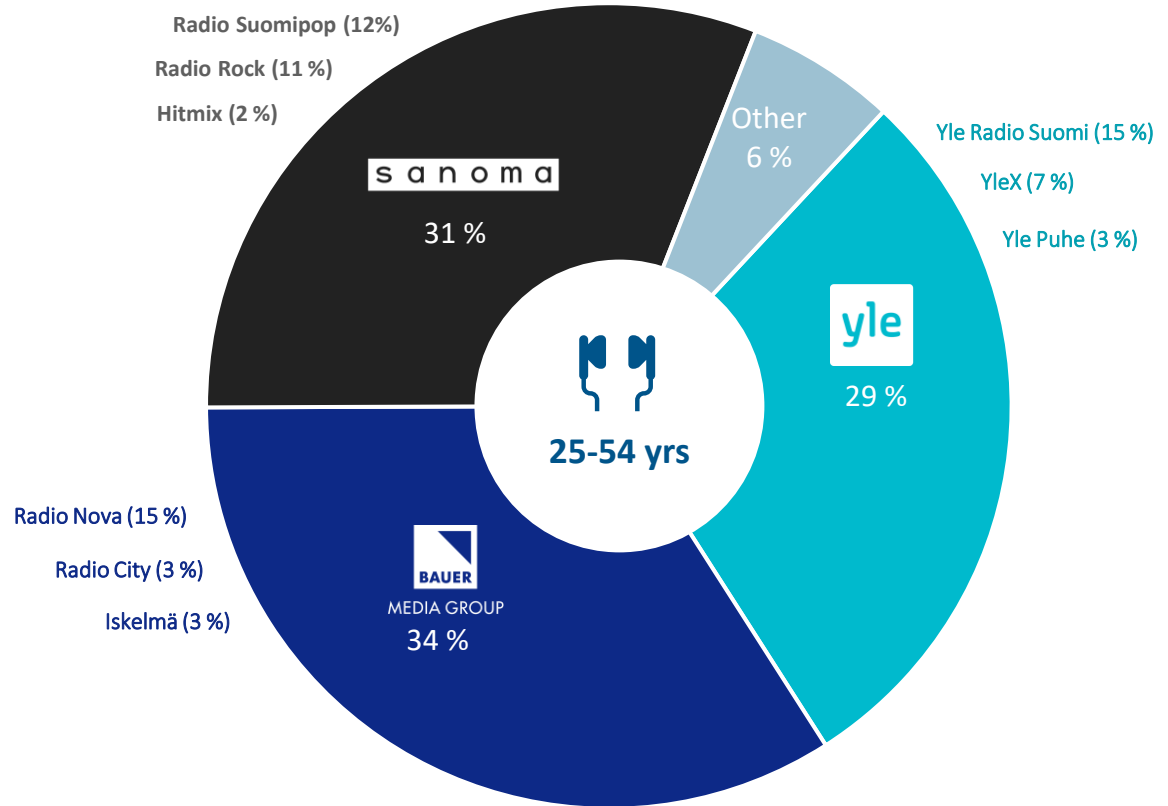
In addition to nationally reported radio stations local radio stations are also measured in the radio survey



Radio listening shares on an average day in 2020



Radio listening shares on an average day in 2020



Quiz:

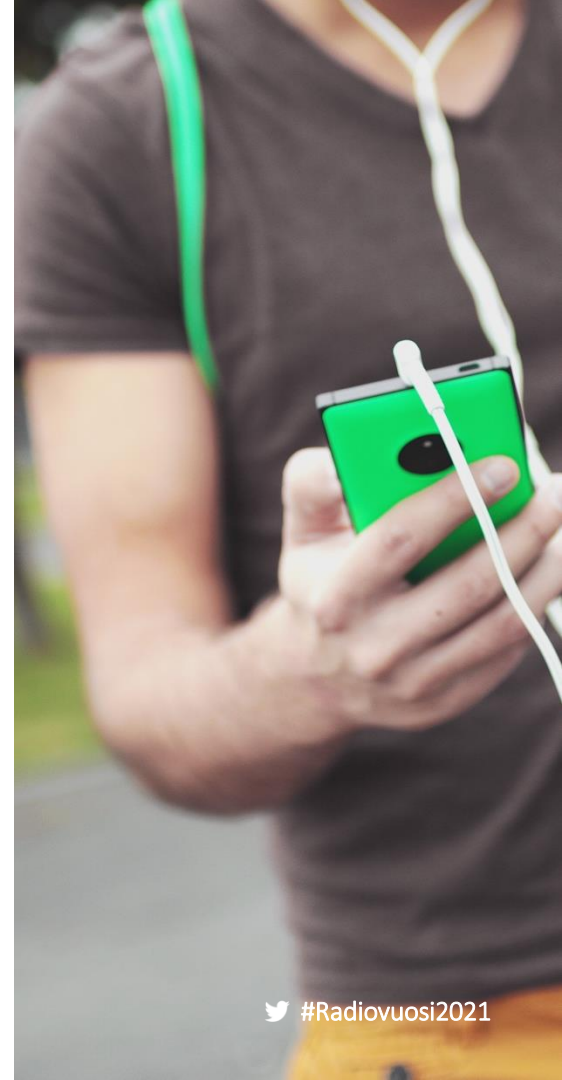
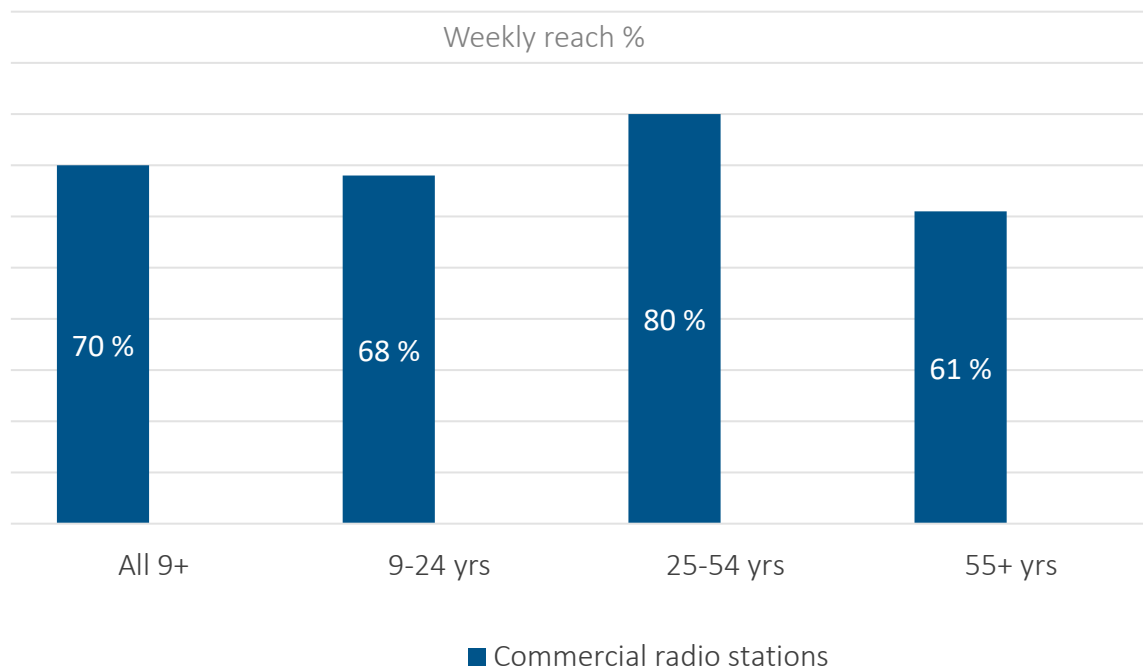
2020: How many people (9+) listened to radio on an average weekday at noon?

a) 780 000 people

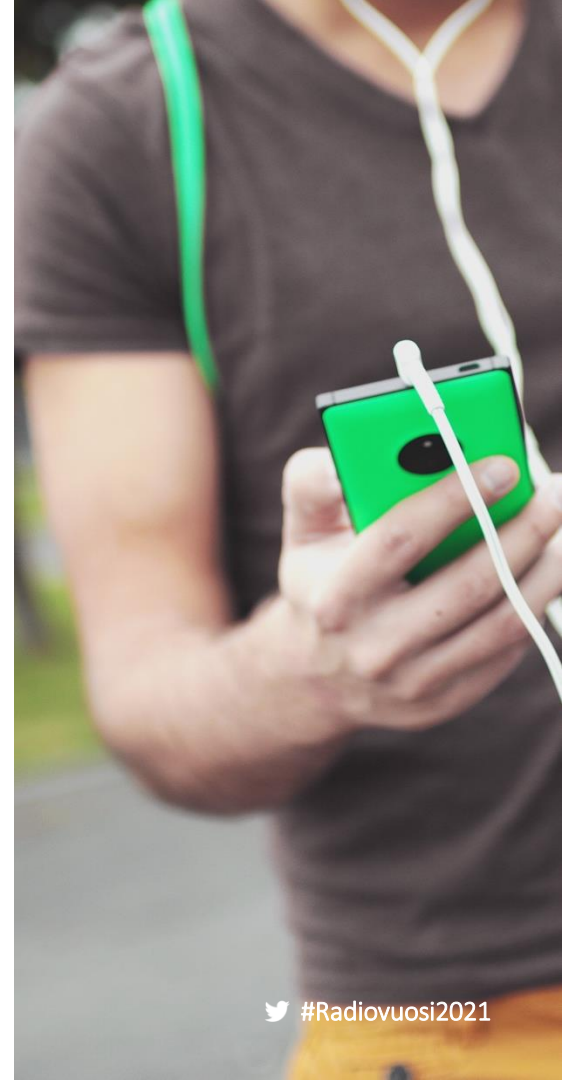
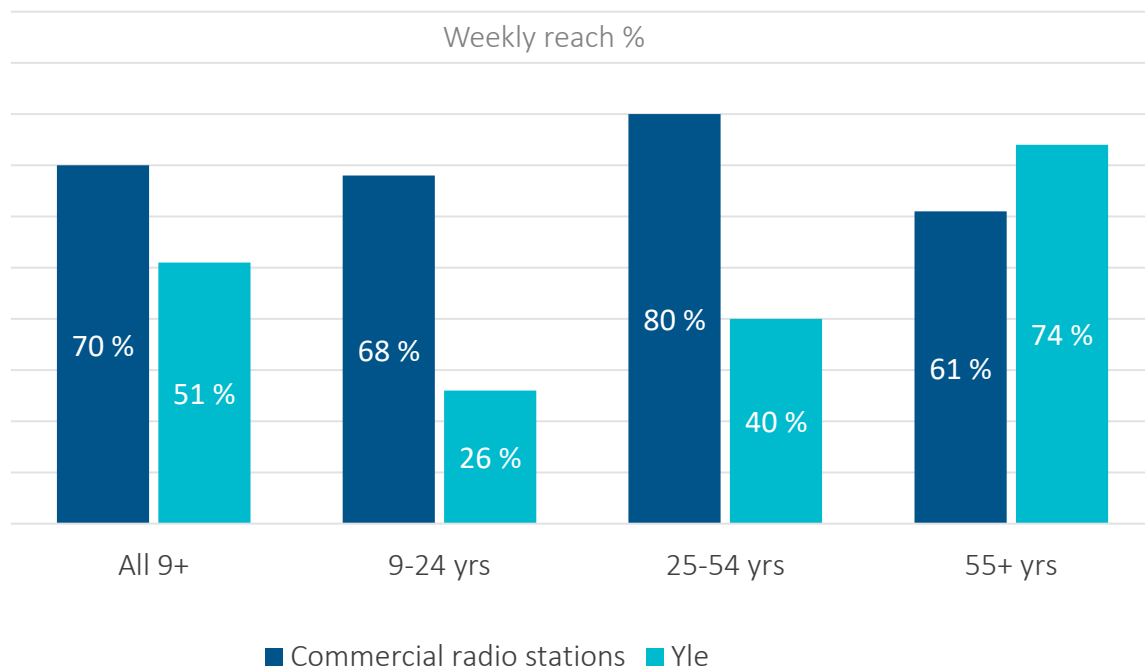
b) 996 000 people

c) 1 102 000 people

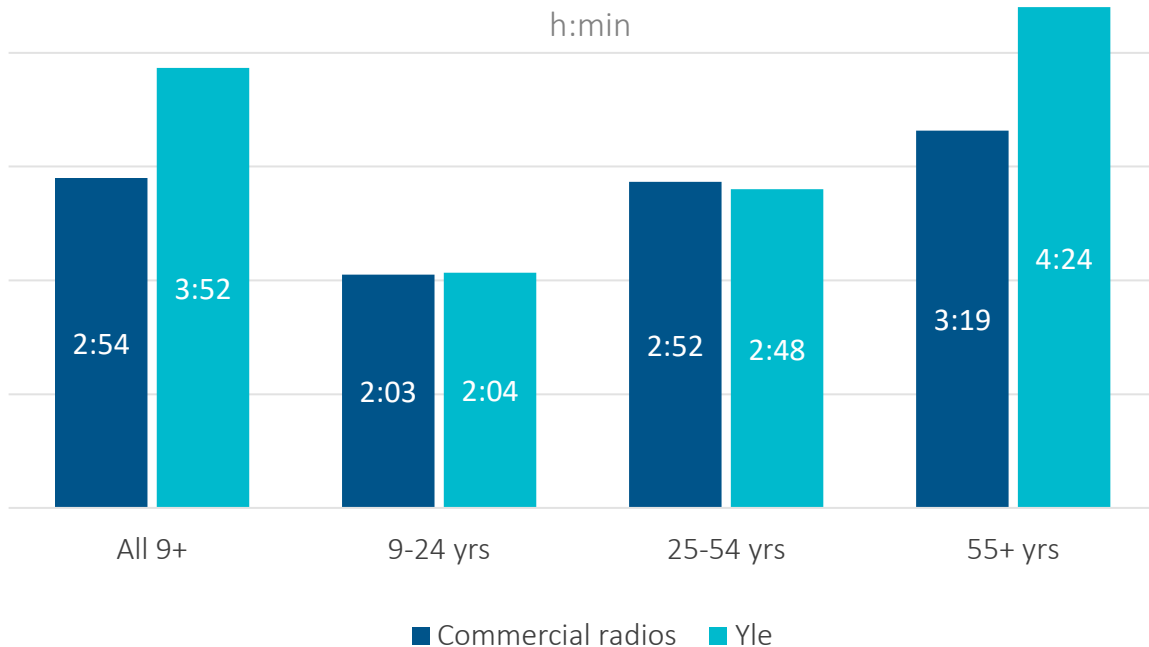
Commercial radio stations have a higher weekly reach...



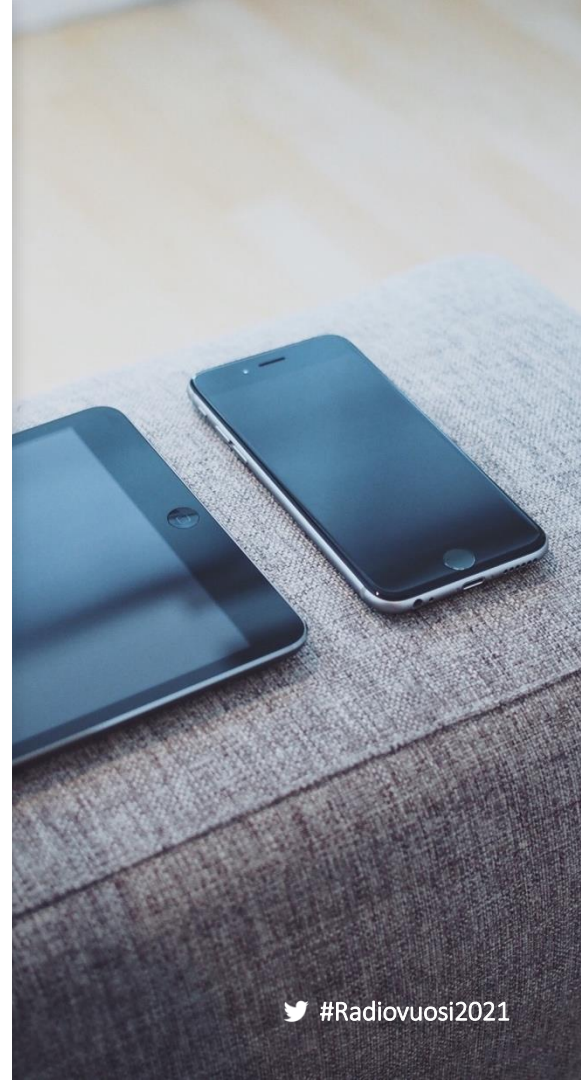
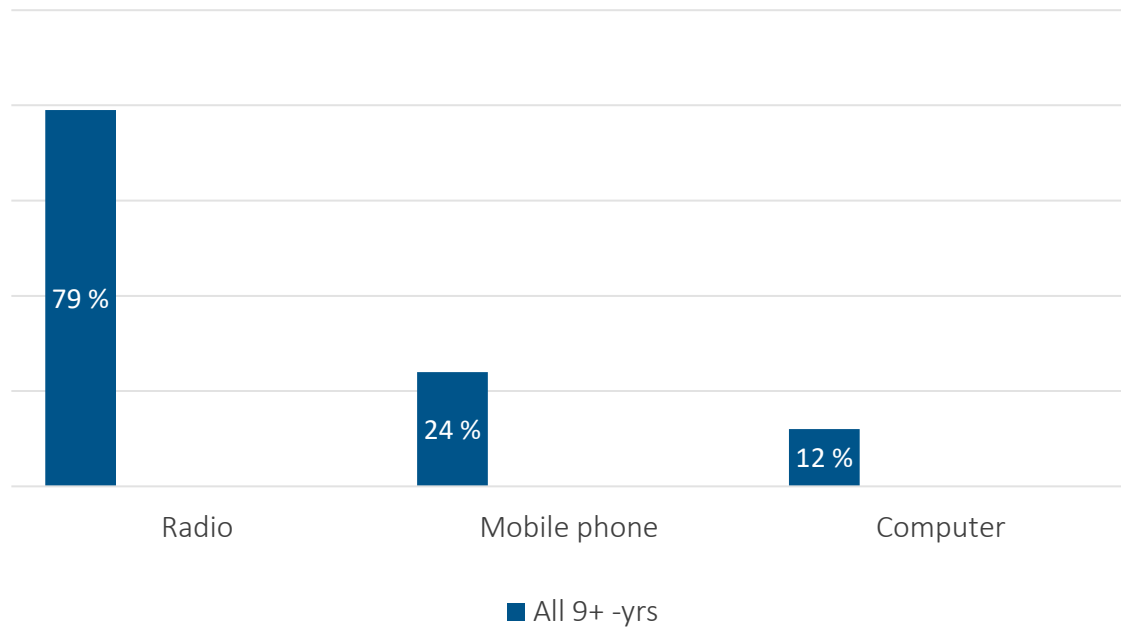
Commercial radio stations have a higher weekly reach...



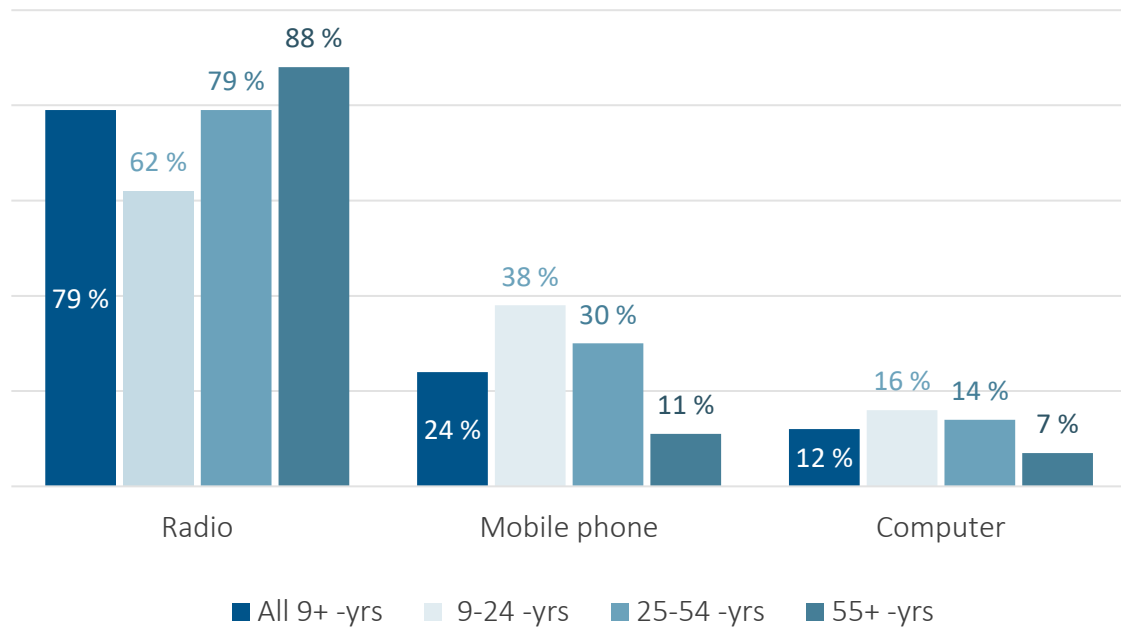
...but Yle's audience listen to radio an hour more on an average day



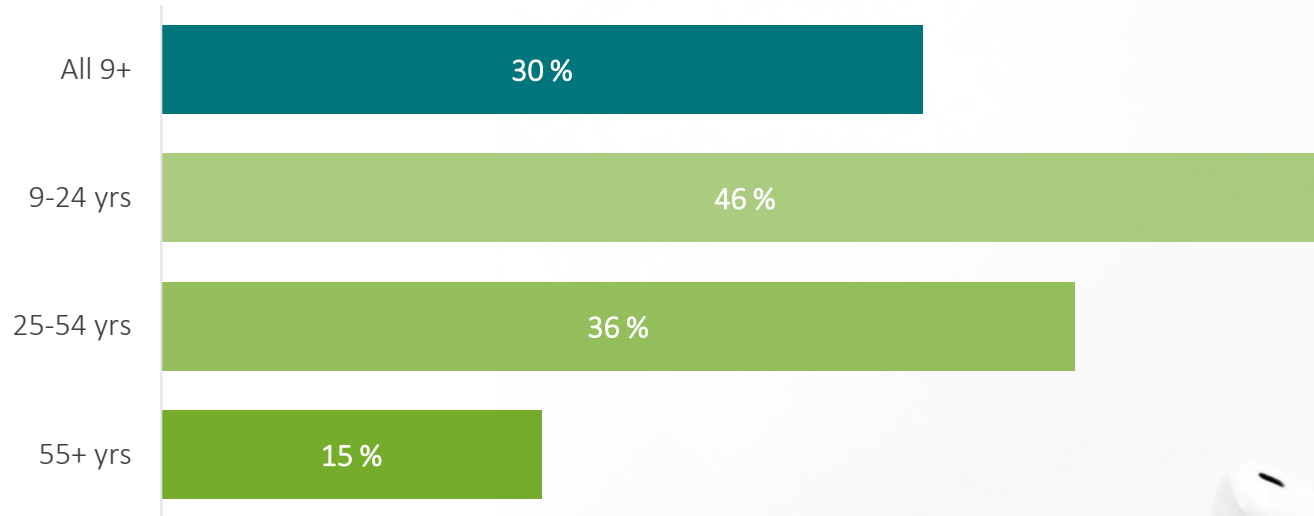
Radio listening device during the week



Radio listening device during the week

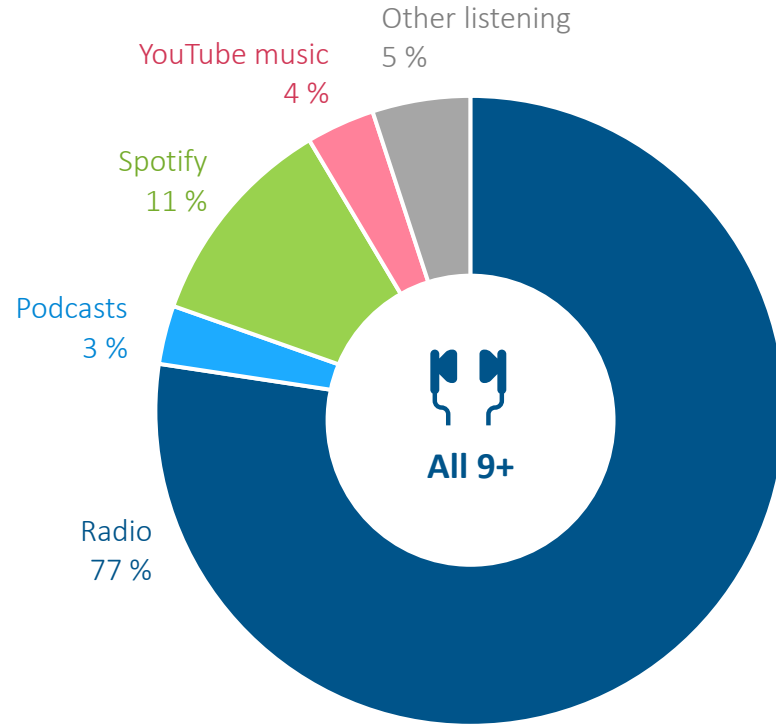


Radio and other audio listening with headphones during the week



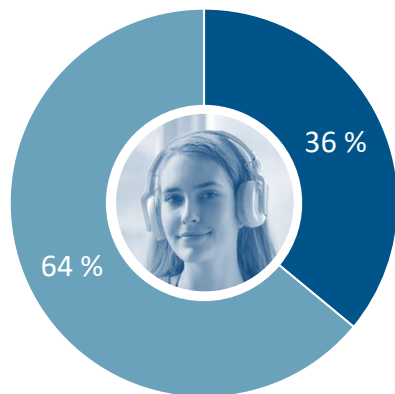
The majority of audio listening minutes is radio listening

60 %
of Spotify listeners use
Spotify Premium
(Extra question September 2020)

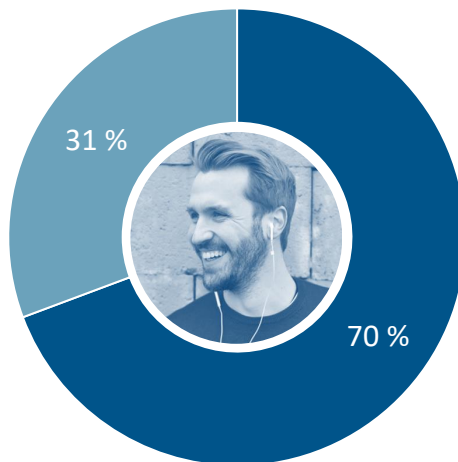


Shares of audio listening vary by age group

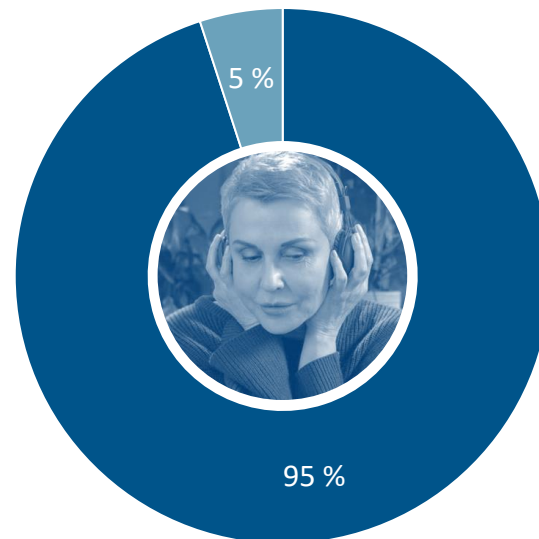
■ Radio ■ Other listening



9-24 yrs
2 h 23 min



25-54 yrs
2 h 56 min



55+ yrs
4 h 9 min

Quiz:

2020: How many people (9+) listened to radio on an average weekday at noon?

a) 780 000 people

b) 996 000 people

c) 1 102 000 people

RADIO IN FINLAND

2020



Daily radio listening time is
2 hours 34 minutes

Radio listeners:

daily
67 %
of the population

weekly
89 %
of the population

Weekly reach
of commercial radio
70 % of the population

Highest rating at
09:00 on weekdays
almost 1.2 million Finns
listen to radio



Finland has
100+ FM radio stations



90 % of car drivers
listen to FM-radio

More choice with Radiot.fi,
Areena, Supla ja RadioPlay
–radio services



yle AREENA

Areena has 640 000
listeners weekly

#Radiovuosi2021



TUNING

More information about radio listening

finnpanel.fi